

Attorney Docket: 01442
U.S. Application No. 10/037,005 Examiner Van Handel Art Unit 2623
Response to July 13, 2007 Final Office Action

AMENDMENT TO THE CLAIMS

1. (Currently Amended) A method for receiving subscriber content-choice information, comprising:
 - collecting subscriber content-choice data from a plurality of service providers
~~subscriber content-choice databases, each service provider collecting the subscriber~~
~~content-choice data from their respective subscribers, each subscriber's content-choice~~
~~data related to a subscriber's viewing preferences for content, and each subscriber's~~
~~content-choice data describing a type of a service provider that provides the content and a~~
~~name of the service provider; and~~
 - storing the subscriber content-choice data in a database;
 - receiving a request for the subscriber content-choice data, the request specifying at
least one of the type of the service provider and the name of the service provider;
 - querying for the subscriber content-choice data associated with at least one of the
type of the service provider and the name of the service provider; and
 - responding to the request with the subscriber content-choice data.
2. (Currently Amended) The method of claim 1, further comprising assigning a
classification to the subscriber's content-choice data ~~wherein the subscriber content-~~
~~choice data comprises data relating to viewing preferences of at least one subscriber.~~
3. (Currently Amended) The method of claim 2 1, wherein the subscriber content-choice
data comprises data relating to a television program received by the at least one
subscriber.
4. (Previously Presented) The method of claim 3, wherein the subscriber content-choice data
comprises at least one of date information and time information related to the television
program.

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5. (Currently Amended) The method of claim 2 1, wherein the subscriber content-choice data further comprises data relating to the ~~at least one~~ subscriber.
6. (Currently Amended) The method of claim 5, wherein the data relating to the ~~at least one~~ subscriber comprises a subscriber identifier ~~for a subscriber~~.
7. (Currently Amended) The method of claim 5, wherein the data relating to the ~~at least one~~ subscriber comprises demographic data ~~for a subscriber~~.
8. (Currently Amended) The method of claim 2 1, wherein the subscriber content-choice data further comprises data relating to a subscriber system.
9. (Currently Amended) The method of claim ~~8~~ 1, wherein collecting the subscriber content-choice data comprises receiving an eXtensible Markup Language file having linear data describing the type of the service provider, the name of the service provider, and a location associated with the service provider ~~the data comprises a cable system operator providing content to the subscriber system.~~
10. (Currently Amended) The method of claim 1, wherein the subscriber content-choice data comprises data relating to an advertisement received by the ~~at least one~~ subscriber.
11. (Currently Amended) The method of claim 1, wherein the subscriber content-choice data comprises data relating to a viewing pattern of the ~~at least one~~ subscriber.
12. (Currently Amended) The method of claim 1, wherein receiving the request for the subscriber content-choice data comprises receiving an electronic request form that is standardized for all the service providers ~~the subscriber content choice data comprises at least one subscriber classification.~~

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13. (Currently Amended) The method of claim 1, further comprising periodically requesting that the service providers send their respective subscriber content-choice data for storage in the database wherein the subscriber content-choice data comprises content-choice summary data.
14. (Original) The method of claim 1, further comprising sorting the collected subscriber content-choice data.
15. (Currently Amended) A system method for receiving and distributing content-choice information, comprising:

means for collecting subscriber content-choice data from a plurality of service providers, each service provider collecting the subscriber content-choice data from their respective subscribers, each subscriber's content-choice data related to a subscriber's viewing preferences for content, and each subscriber's content-choice data describing a type of a service provider that provides the content and a name of the service provider;

means for storing the subscriber content-choice data in a database;

means for receiving a request for the subscriber content-choice data, the request specifying at least one of the type of the service provider and the name of the service provider;

means for querying for the subscriber content-choice data associated with at least one of the type of the service provider and the name of the service provider; and

means for responding to the request with the subscriber content-choice data

~~collecting subscriber content-choice data from a plurality of subscriber content-choice databases;~~

~~storing the subscriber content-choice data in a database;~~

~~retrieving stored subscriber content-choice data; and~~

~~providing the retrieved subscriber content-choice data to a requesting party.~~

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16. (Currently Amended) The system method of claim 15, further comprising means for assigning a classification to the subscriber's content-choice data wherein the subscriber content-choice data comprises data relating to viewing preferences of a plurality of subscribers.
17. (Currently Amended) The system method of claim ~~16~~ 15, further comprising means for receiving wherein the subscriber content-choice data comprises data relating to television programs received by the subscribers subscriber.
18. (Currently Amended) The system method of claim ~~17~~ 15, further comprising means for receiving wherein the subscriber content-choice data comprises at least one of date information and time information related to a television program.
19. (Currently Amended) The system method of claim ~~17~~ 15, further comprising means for receiving wherein the subscriber content-choice data further comprises data relating to the subscribers.
20. (Currently Amended) The system method of claim ~~19~~ 15, further comprising means for receiving wherein the data relating to the subscribers comprise a subscriber identifier for at least one subscriber.
21. (Currently Amended) The system method of claim ~~19~~ 15, further comprising means for receiving wherein the data relating to the subscribers comprises demographic data.
22. (Currently Amended) The system method of claim ~~17~~ 15, further comprising means for receiving wherein the subscriber content-choice data further comprises data relating to a subscriber system.
23. (Currently Amended) The system method of claim 22 15, further comprising means for receiving an eXtensible Markup Language file having linear data describing the type of

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the service provider, the name of the service provider, and a location associated with the service provider wherein the data comprises a cable system operator providing content to the subscriber system.

24. (Currently Amended) The system method of claim 15, further comprising means for receiving wherein the subscriber content choice data comprises data relating to an advertisement received by the subscriber[[s]].
25. (Currently Amended) The system method of claim 15, further comprising means for receiving wherein the subscriber content choice data comprises data relating to the viewing patterns of the subscriber[[s]].
26. (Currently Amended) The system method of claim 15, further comprising means for receiving an electronic request form that is standardized for all the service providers wherein the subscriber content choice data comprises at least one subscriber classification.
27. (Currently Amended) The system method of claim 15, further comprising means for periodically requesting that the service provides send their respective subscriber content-choice data for storage in the database wherein the subscriber content choice data comprises content choice summary data.
28. (Currently Amended) The system method of claim 15, further comprising means for sorting the collected subscriber content-choice data.
29. (Cancel)
30. (Cancel)

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31. (Currently Amended) The system method of claim 15, further comprising means for selecting wherein the stored subscriber content-choice data is selected based on subscriber geographic location detail.
32. (Currently Amended) The system method of claim 15, further comprising means for selecting wherein the stored subscriber content-choice data is selected based on subscriber classification data.
33. (Currently Amended) The system method of claim 15, further comprising means for selecting wherein the stored subscriber content-choice data is selected based on data relating to television programs viewed by a plurality of subscribers.
34. (Currently Amended) The system method of claim 15, further comprising means for selecting wherein the stored subscriber content-choice data is selected based on data relating to advertisements viewed by a plurality of subscribers.
35. (Currently Amended) The system method of claim 15, further comprising means for selecting wherein the stored subscriber content-choice data is selected based on at least one of a viewing date and a geographic location.
36. (Currently Amended) A computer-readable media storing medium on which is encoded computer program code for performing a method receiving subscriber content-choice information, the method comprising:

collecting subscriber content-choice data from a plurality of service providers, each service provider collecting the subscriber content-choice data from their respective subscribers, each subscriber's content-choice data related to a subscriber's viewing preferences for content, and each subscriber's content-choice data describing a type of a service provider that provides the content and a name of the service provider;
storing the subscriber content-choice data in a database;

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receiving a request for the subscriber content-choice data, the request specifying at least one of the type of the service provider and the name of the service provider;

querying for the subscriber content-choice data associated with at least one of the type of the service provider and the name of the service provider; and

responding to the request with the subscriber content-choice data

~~program code for collecting subscriber content-choice data from a plurality of subscriber content-choice databases; and~~

~~program code for storing the subscriber content-choice data in a database.~~

37. (Currently Amended) The computer-readable medium of claim 36, further comprising program code for receiving an eXtensible Markup Language file having linear data describing the type of the service provider, the name of the service provider, and a location associated with the service provider ~~sorting the collected subscriber content-choice data.~~
38. (Cancel)
39. (Cancel)
40. (Cancel)
41. (Cancel)
42. (Cancel)
43. (Cancel)
44. (Cancel)
45. (Cancel)
46. (Cancel)
47. (Cancel)
48. (Cancel)
49. (Cancel)
50. (Cancel)